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D100

DESIGN SYSTEM: MULTI-FRANCHISE

1024827 - Version 02

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DEVELOPED BY
NA

ON SHELF
JAN 2023

STYLE GUIDE
GLOBAL

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DISNEY 100 YEARS OF WONDER IS COMING IN 2023

DO

- ENSURE THAT PIXAR, MARVEL, STAR WARS AND DISNEY LOGOS ARE PRESENT ON BRANDING WHEN USING ANY CHARACTERS FROM THESE STORIES.
- WHEN DEVELOPING BRANDING FOR ITEMS THAT INCLUDE CHARACTERS FROM PIXAR, MARVEL, SW AND DISNEY, PLEASE ENSURE THAT CORRESPONDING BRAND LOGOS ARE REPRESENTED ON PACK.
- CHARACTER LOGOS SHOULD ONLY BE USED FOR PRODUCTS THAT INCLUDE THE CHARACTER.
- D100 BRANDING IS INTENDED TO REPRESENT THE HUNDREDS AND HUNDREDS OF CHARACTERS & STORIES ACROSS THE WALT DISNEY COMPANY, THEREFORE DO NOT DEVELOP SINGLE CHARACTER EXECUTIONS.
- LEVERAGE THE D100 BRANDING FOR COMMEMORATIVE PRODUCTS MADE SPECIFICALLY FOR THE CELEBRATION.
- LEVERAGE THE D100 BRANDING FOR PRODUCTS PULLED INTO AN ASSORTMENT ANCHORED BY ITEM(S) MADE FOR THE CELEBRATION, TARGETING BOTH INLINE AND INCREMENTAL SPACE.

DON'T

- ADD THE SNIPE TO CORE OR CARRYOVER ITEMS.

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BACKGROUNDS

Warm Platinum

1024827_BK001.AI

Prism Platinum

1024827_BK002.PSD

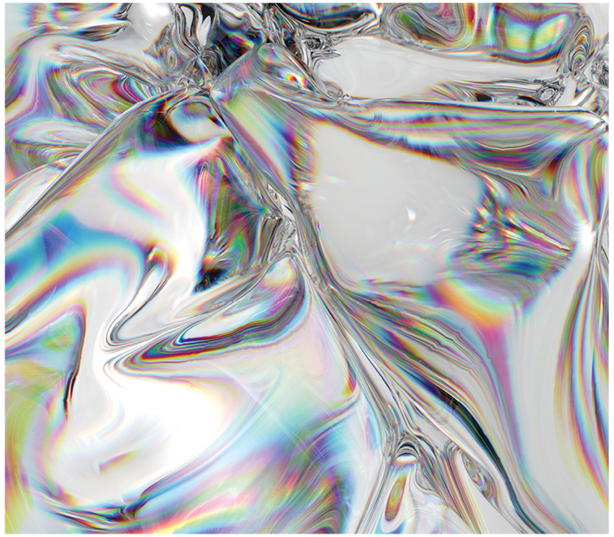
Platinum Texture

1024827_BK003.PSD

Platinum Liquid

1024827_BK004.PSD

Platinum Spectrum



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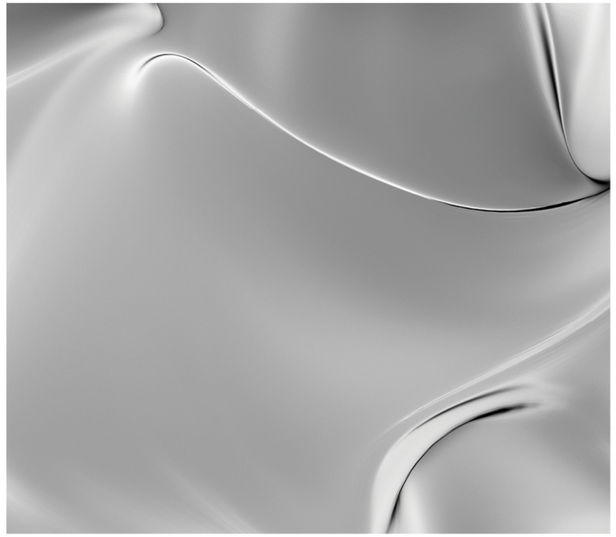
Platinum Curved



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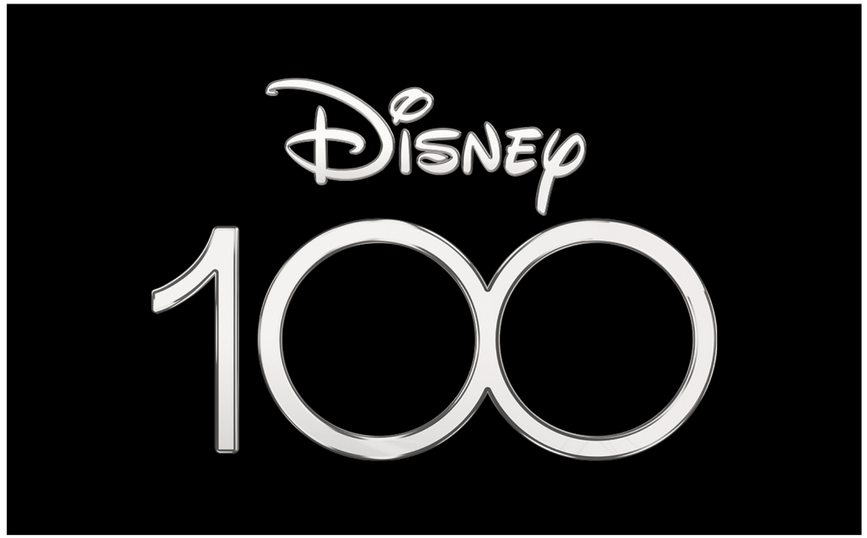
LOGOS (BRANDING 3D)



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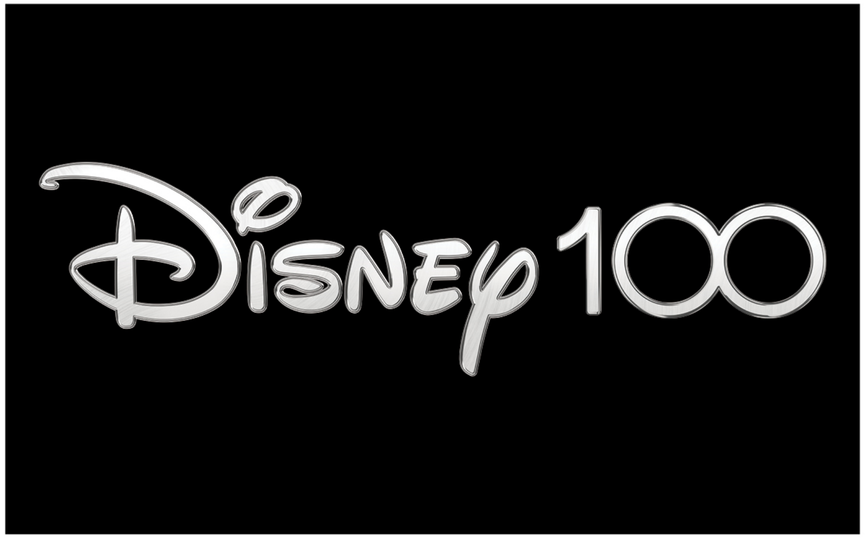

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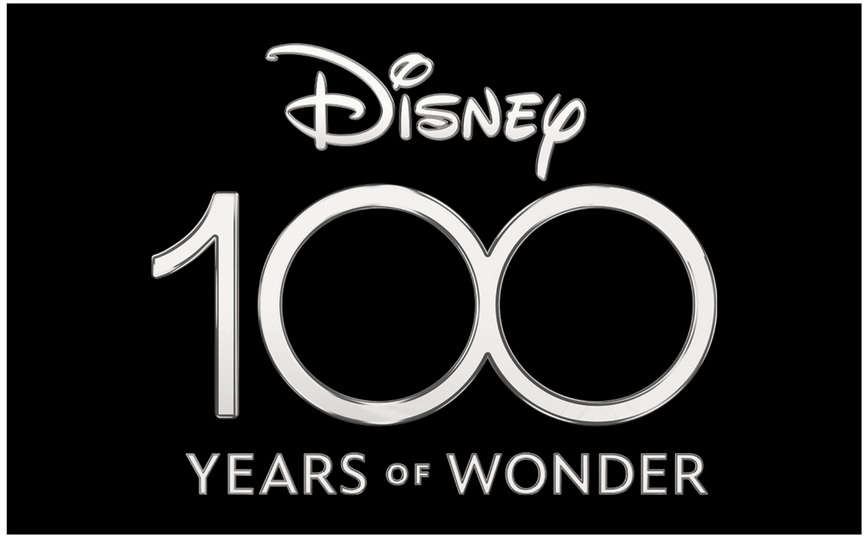

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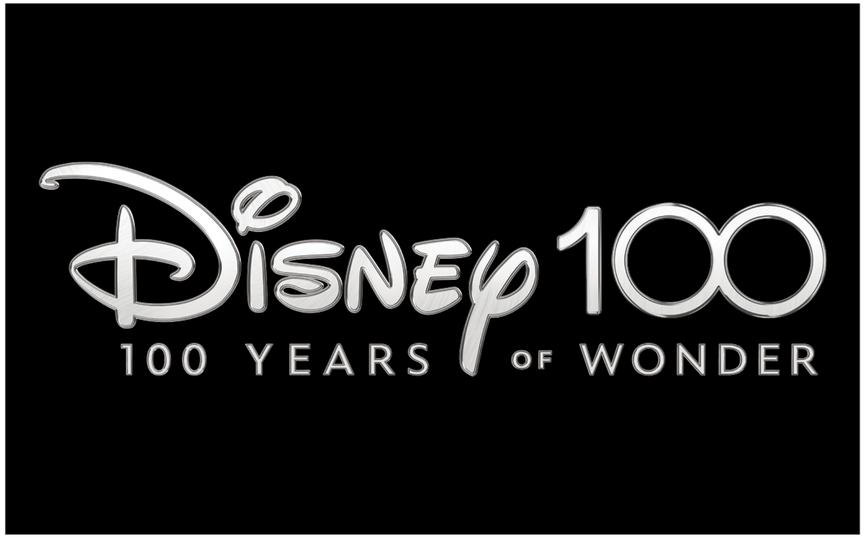

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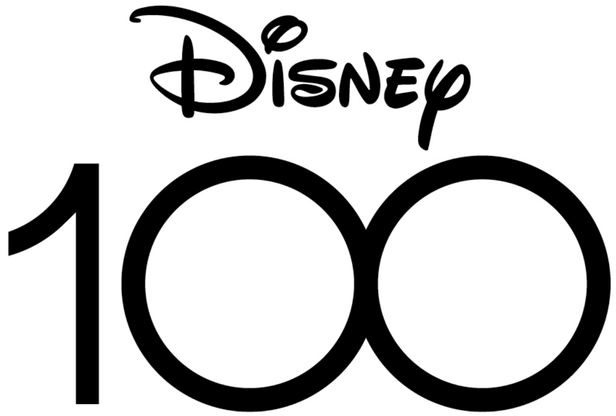

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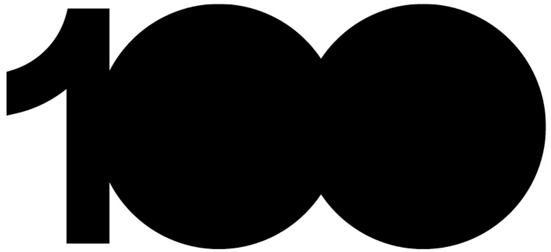

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1024827_LG007.AI

1024827_LG009.AI

1024827_LG011.AI

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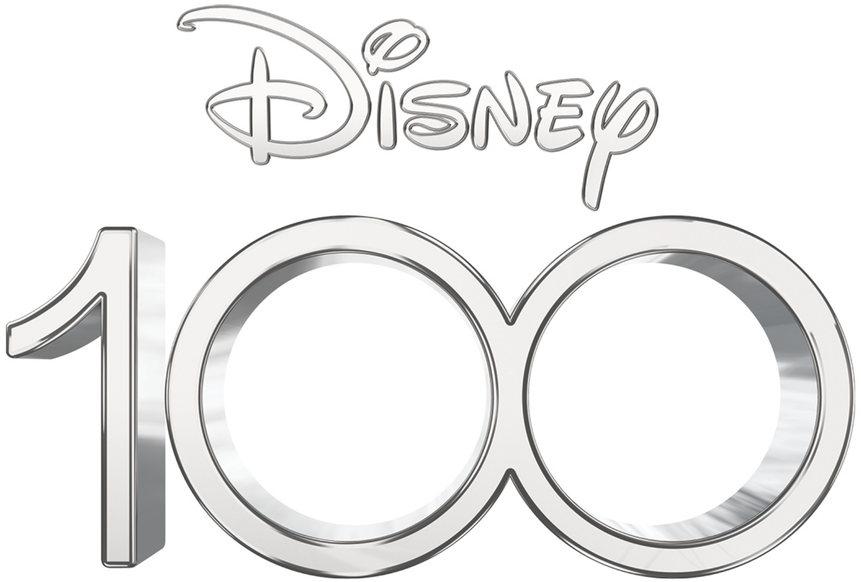

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1024827_LG013.PSD

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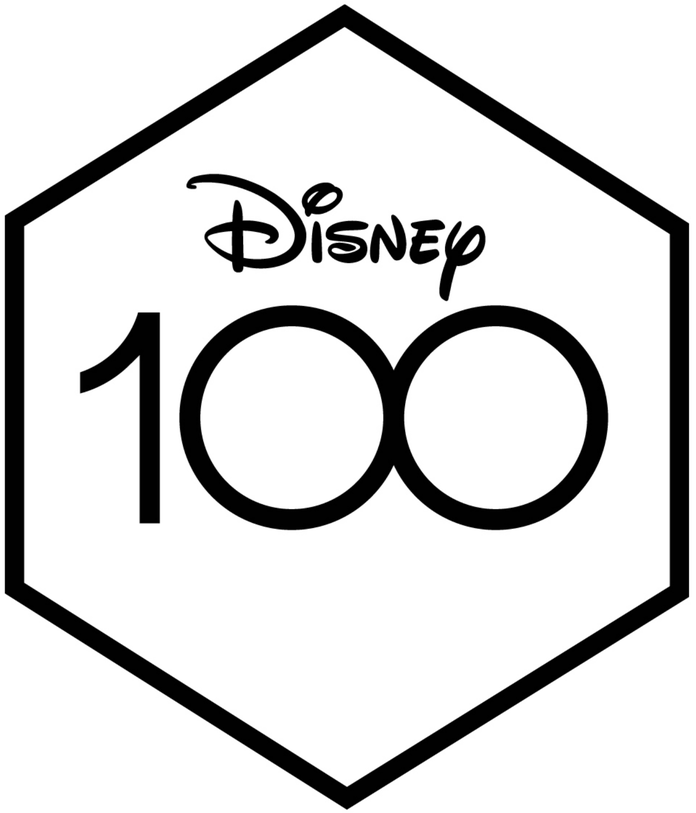

1024827_SN001.AI

1024827_SN002.PSD

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PATTERNS

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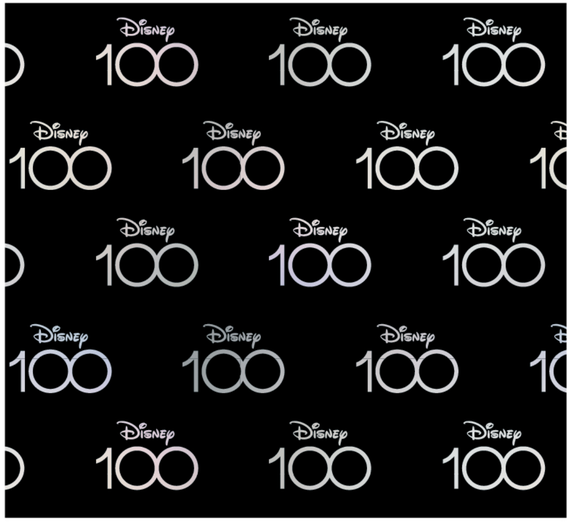
1024827_PN002.AI

1024827_PN003.AI

1024827_PN004.AI

1024827_PN005.AI



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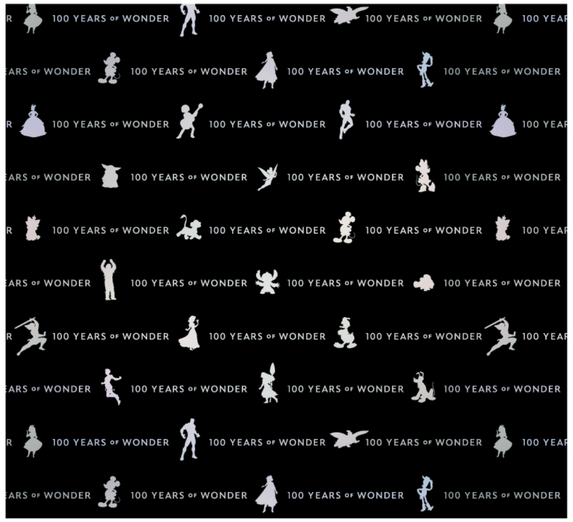

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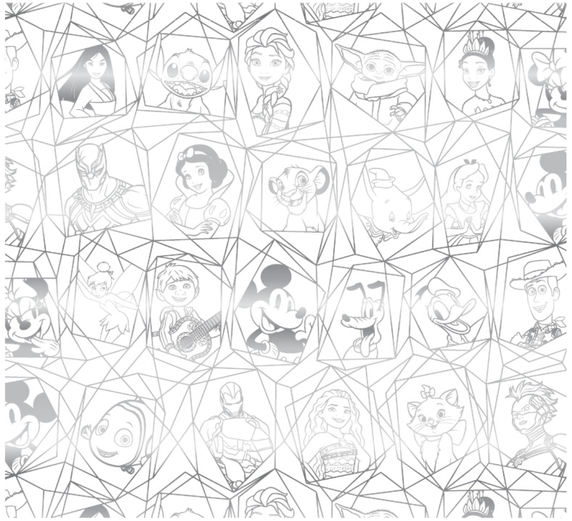

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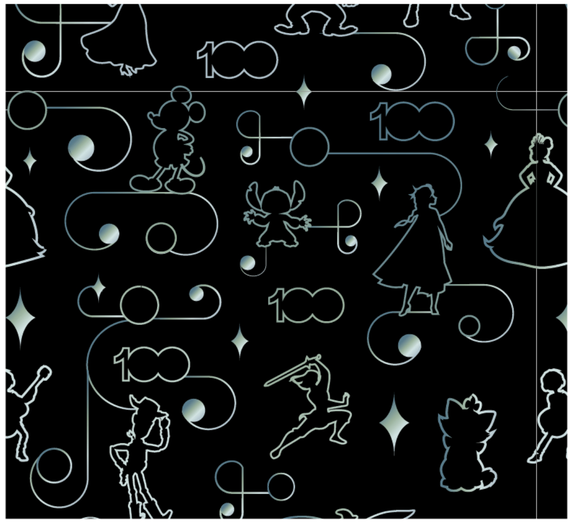

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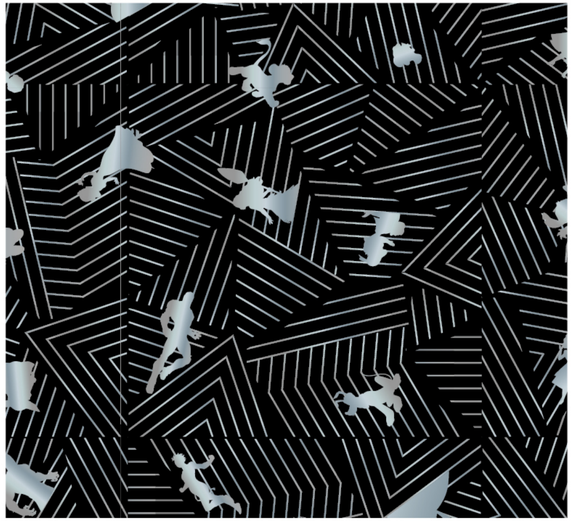

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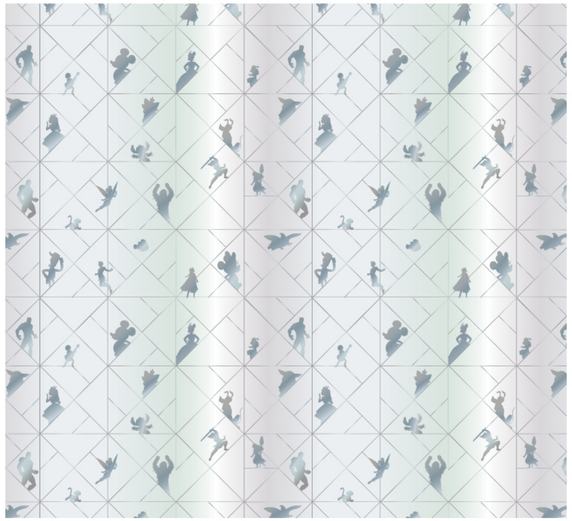

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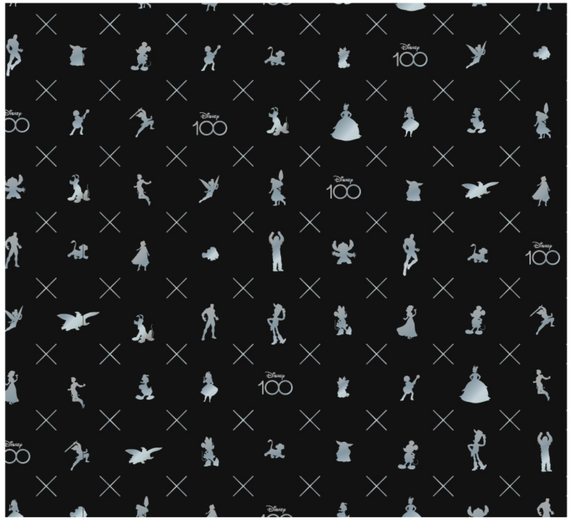

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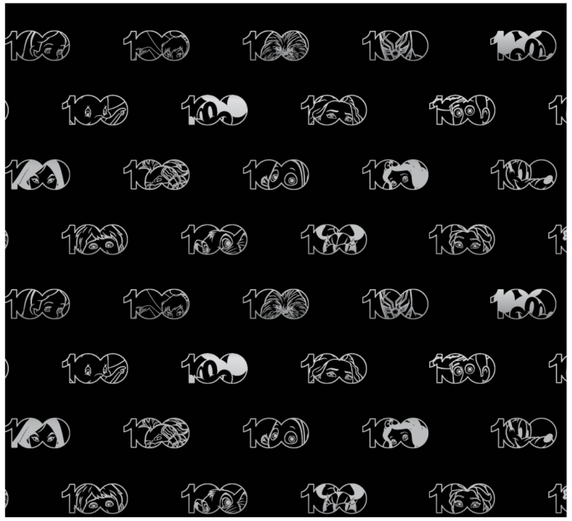

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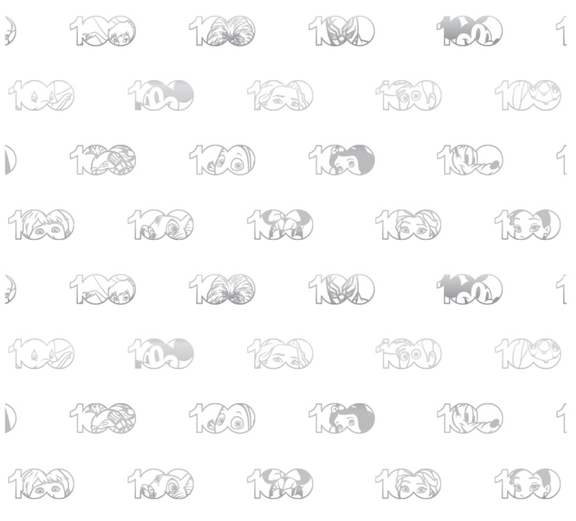

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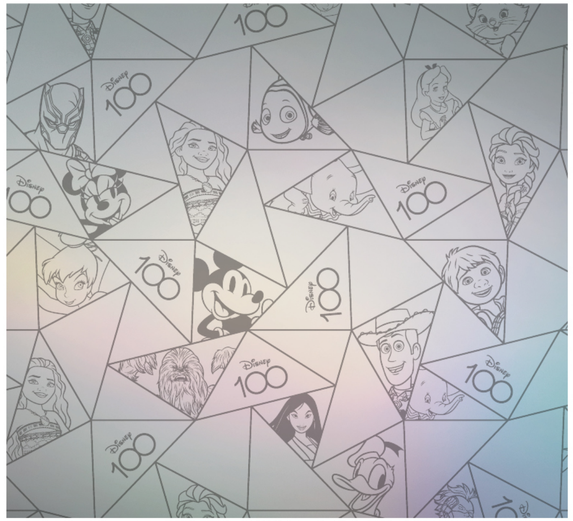

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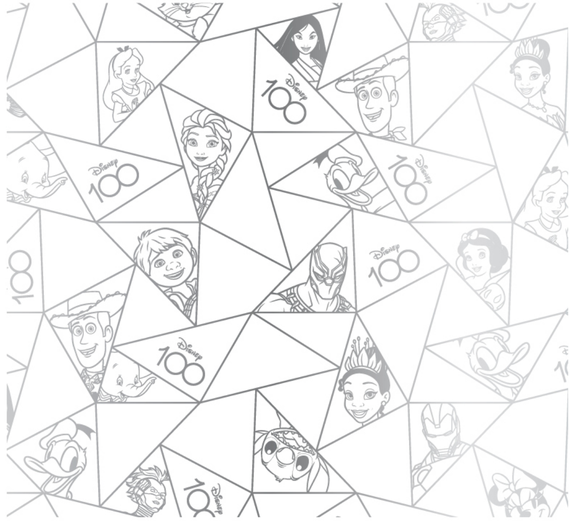

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POSTER (FACETS)

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NEUTRAL COLORS

BLACK

WHITE

PLATINUM

ACCENT COLORS

DEEP PURPLE
PANTONE ®
274C

MID PURPLE
PANTONE
2685C

BRANDS COLORS

MICKEY
PANTONE
Black C
RGB 16 24 32

DISNEY
PANTONE
294C
RGB 0 47 108

PIXAR
PANTONE
375C
RGB 151 215 0

NATGEO
PANTONE
116C
RGB 255 205 0

STAR WARS
PANTONE
165C
RGB 255 103 32

MARVEL
PANTONE
185C
RGB 228 0 43

PRINCESS
PANTONE
495C
RGB 241 189 200

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

Inspire Roman - CC870061.zip

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

Inspire Medium - CC870061.zip

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
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Inspire Light - CC870061.zip

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a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

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